

## ABSTRACT OF THE DISCLOSURE

In the bi-directional printing, a reference correction value is set for correcting printing positional deviation arising between forward and reverse main scanning passes with respect to specific reference dots. An  
5 adjustment value is determined, using at least the reference correction value, to reduce printing positional deviation arising between forward and reverse main scanning passes. The printing positional deviation between forward and reverse main scanning passes is adjusted using the adjustment value. In a first adjustment mode, the adjustment value is determined by correcting  
10 the reference correction value with a relative correction value prepared beforehand for correcting the reference correction value.